

California WIC BPC Program

Sample Activities for Peer Counselor

Job Title: WIC PEER COUNSELOR

General Description:

A WIC Breastfeeding Peer Counselor is a support person who provides basic breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers.

Qualifications:

- Has breastfed at least one baby (does not have to be currently breastfeeding).
- Is enthusiastic about breastfeeding, and wants to help other mothers enjoy a positive experience.
- Can work at least 8 hours a week.
- Has a telephone, and is willing to make or receive phone calls from home.

Training

- Attends a series of breastfeeding classes (nursing babies are welcomed) which includes a 16 hour competency-based course overseen by the Local Agency Breastfeeding Coordinator.
- Observes other peer counselors or lactation consultants helping a mother breastfeed.
- Reads assigned books or materials about breastfeeding.
- Attends required Breastfeeding Peer Counselor trainings.

Supervision:

The peer counselor is supervised by the Local Agency Breastfeeding Coordinator.

Specific Duties:

The WIC Peer Counselor:

1. Attends breastfeeding training classes to become a peer counselor.
2. Counsels WIC pregnant and breastfeeding mothers by telephone, home visits, and/or hospital visits at scheduled intervals determined by the local WIC program.
3. Counsels women in the WIC clinic.
4. Receives a caseload of WIC participants and makes routine periodic contacts with all clients assigned.
5. Gives basic breastfeeding information and support to new mothers, including telling them about the benefits of breastfeeding, overcoming common barriers, and getting a good start with breastfeeding. She also helps mothers prevent and handle common breastfeeding concerns.
6. Is available outside usual 8 to 5 working hours to new mothers who are having breastfeeding problems.
7. Respects each participant by keeping her information strictly confidential.
8. Keeps accurate records of all contacts made with WIC participants.
9. Refers mothers, according to clinic-established protocols, to the:
 - WIC nutritionist or breastfeeding coordinator
 - Lactation consultant
 - The mother's physician or nurse.
 - Public health programs in the community
 - Social service agencies
10. Attends and assists with prenatal classes and breastfeeding support groups.

USING *Loving Support* TO MANAGE
PEER COUNSELING
PROGRAMS